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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

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TRANSMITTAL FORM

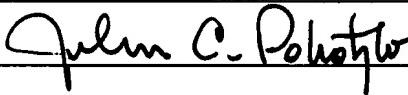
(to be used for all correspondence after initial filing)

		Application Number	10/676,195
		Filing Date	September 30, 2003
		First Named Inventor	Andrew FIKES
		Group Art Unit	1751
		Examiner Name	Tri V. Nguyen
Total Number of Pages in This Submission		Attorney Docket Number	Google-115 (GP-089-03-US)

ENCLOSURES *(check all that apply)*

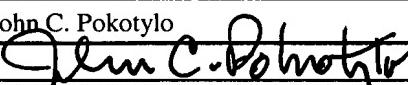
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	October 22, 2007

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Typed or printed name	John C. Pokotylo
Signature	
Date	October 22, 2007

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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OCT 25 2007
PATENT & TRADEMARK OFFICE
ST-17

FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete if Known

Application Number	10/676,195
Filing Date	September 30, 2003
First Named Inventor	Andrew FIKES
Examiner Name	Tri V. Nguyen
Art Unit	1751
Attorney Docket No.	Google-115 (GP-089-03-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

- Charge any underpayment of Credit any overpayments
 Charge any fee(s) due in connection with the filing submitted herewith
 Charge fee(s) indicated below, except for the filing fee in the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee Description	Fee Paid
(\\$)	(\\$)			
1030	515	Utility fee		
440	220	Design fee		
680	340	Plant fee		
1440	720	Reissue fee		
210	105	Provisional fee		
SUBTOTAL (1)		(\$ 00.00)		

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims			
Multiple Dependent			
	-20** =	X	=
	- 3*** =	X	=

Large Entity	Small Entity	Fee	Fee Description
Code (\$)	Code (\$)		
1202 50	2202 25	Claims in excess of 20	
1201 210	2201 105	Independent claims in excess of 3	
1203 370	2203 185	Multiple dependent claim, if not paid	
1204 210	2204 105	**Reissue independent claims over original patent	
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)		(\$ 00.00)	

** or number previously paid, if greater. For Reissues, see above

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee	Fee Description	Fee Paid
Code (\$)	Code (\$)			
1051 130	2051 65	Surcharge - late filing fee or oath		
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet		
1053 130	1053 130	Non-English specification		
1812 2,520	1812 2,520	For filing a request for ex parte reexamination		
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action		
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action		
1251 120	2251 60	Extension for reply within first month		
1252 460	2252 230	Extension for reply within second month		
1253 1,050	2253 525	Extension for reply within third month		
1254 1,640	2254 820	Extension for reply within fourth month		
1255 2,230	2255 1,115	Extension for reply within fifth month		
1401 510	2401 255	Notice of Appeal		
1402 510	2402 255	Filing a brief in support of an appeal		
1403 1,030	2403 515	Request for oral hearing		
1451 1,510	1451 1,510	Petition to institute a public use proceeding		
1452 510	2452 255	Petition to revive - unavoidable		
1453 1,540	2453 770	Petition to revive - unintentional		
1501 1,440	2501 720	Utility issue fee (or reissue)		
1502 820	2502 410	Design issue fee		
1503 1,130	2503 565	Plant issue fee		
Petitions to the Commissioner – check fee sheet				
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)		
1806 180	1806 180	Submission of Information Disclosure Stmt		
8021 40	8021 40	Recording each patent assignment per property (times number of properties)		180.00
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))		
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))		
1801 810	2801 405	Request for Continued Examination (RCE)		
1802 900	1802 900	Request for expedited examination of a design application		
Other fee (specify)				
* Reduced by Basic Filing Fee Paid				SUBTOTAL (3) (\$ 180.00)

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone (732) 542-9070
Signature	<i>John C. Pokotylo</i>		Date	October 22, 2007

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-115 (GP-089-03-US)**

Applicants: **Andrew FIKES, et al.**

Serial No.: **10/676,195**

Filing Date: **September 30, 2003**

Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED ADVERTISEMENTS**

Examiner: **Tri V. Nguyen**

Group Art Unit: **1751**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application.

English-language reference EP 1 160 702 corresponds to non-English language reference KR 2001-0113474.

Since, this Information Disclosure Statement is being submitted after the mailing of a final Office Action, but before payment of an Issue Fee, it should be considered under 37 C.F.R. § 1.97 (d).

10/25/2007 CN66A1 08000020 10676195
01 FC:1096 100.00 OP

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

A check including the \$180.00 fee to obtain consideration of this Information Disclosure Statement is filed herewith. If the check is insufficient or omitted, the fee for the Information Disclosure Statement is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal form is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

October 22, 2007


John C. Pokotylo, Attorney
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Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
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Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **October 22, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


John C. Pokotylo

36,242
Reg. No.